

We claim:

1. A method for providing a Uniform Resource Locator (URL) to a customer comprising:

5 receiving a telephone call having a customer identification record including a destination address associated with a communications terminal of the customer;

selecting at least one URL to be sent to the destination address; and

generating and sending an electronic message containing the at least one URL to the destination address.

10 2. The method of claim 1, wherein the wherein the e-mail contains additional items selected from an electronic coupon, an on-line trial subscription, a user ID, a user password, advertisements, merchant information, or combinations thereof, wherein the user ID and user password are required by the Website having the address of the URL.

15 3. The method of claim 1, further comprising:

recording the at least one URL into a bookmark section of a browser in the communications terminal.

20 4. The method of claim 1, wherein the customer has a telephone system selected from a digital telephone, a centrex, a PBX, a telephone service provider and combinations thereof.

5. The method of claim 1, wherein the merchant has a telephone system selected from a digital telephone, a centrex, a PBX, a telephone service provider and combinations thereof.

25 6. The method of claim 1, wherein the communications terminal is selected from a mobile telephone, a personal computer, a handheld computer, a personal digital assistant and combinations thereof.

30 7. The method of claim 1, wherein the communications terminal is a device capable of receiving e-mail.

8. The method of claim 1, wherein the destination address for the communications terminal is selected from a computer network address, an Internet address and a telephone number.

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9. The method of claim 1, wherein each URL comprises an address for connecting to a Website.

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10. The method of claim 1, wherein the step of recording the destination address comprises:

selecting a menu function on a telephone system of the customer for recording the destination address associated with the communications terminal; and

specifying the destination address on an interactive display provided by the telephone system of the customer.

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11. The method of claim 10, further comprising:

saving the destination address as part of a caller ID within the telephone system.

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12. The method of claim 11, wherein the caller ID contains information selected from date, time, customer telephone number, customer name, customer e-mail address or combinations thereof.

13. The method of claim 1, wherein the step of selecting the at least one URL further comprises:

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requesting the telephone system of the merchant to provide a menu of URLs, wherein the menu provides a code associated with each of the URLs; and

choosing the at least one URL to capture by entering the associated code, using a keypad on the customer's telephone, for each of the selected URLs.

14. The method of claim 1, wherein the step of obtaining the destination address is selected from reading the address from a caller ID, querying the customer to transmit the address to the telephone system of the merchant, or combinations thereof.

5 15. A method for sending a Uniform Resource Locator (URL) to a communications terminal comprising:

registering a destination address of the communications terminal with a database maintained by a sender;

10 selecting at least one URL to be sent to the communications terminal during a telephone call to the sender;

generating an e-mail by a telephone system of the sender containing the at least one URL; and

15 sending the e-mail containing the at least one URL from a telephone system of the sender to the destination address of the communications terminal.

16. The method of claim 15, wherein the step of sending an e-mail further comprises:

detecting the customer identification; and

20 dispatching the e-mail to the destination address registered in the sender database under the customer identification, wherein the customer identification is detected by a technique selected from reading the customer identification from the caller ID, querying the customer for the customer identification, or combinations thereof.

17. A method for obtaining a Uniform Resource Locator (URL) for use by a communications terminal comprising:

25 selecting at least one URL to be sent to the communications terminal during a telephone call to a sender;

automatically providing a destination address to the sender during the same telephone call; and

30 receiving an e-mail message containing the at least one URL from a telephone system of the sender.

18. A computer program product including instructions embodied on a computer readable medium, for sending a Uniform Resource Locator (URL) to a communications terminal, the instructions comprising:

recording instructions for recording a destination address of the communications terminal into a telephone system of the customer;

selecting instructions for selecting at least one URL to be sent to the communications terminal during a telephone call to a sender;

obtaining instructions for the telephone system of the sender to obtain the destination address;

generating instructions for generating an e-mail by the sender's telephone system containing the at least one URL; and

sending instructions for sending the e-mail containing the at least one URL from a telephone system of the sender to the destination address of the communications terminal.

19. The computer program product of claim 18, wherein the wherein the e-mail contains additional items selected from an electronic coupon, an on-line trial subscription, a user ID, a user password, advertisements, sender information, or combinations thereof, wherein the user ID and user password are required by the Website having the address of the URL.

20. The computer program product of claim 18, further comprising:

recording instructions for recording the at least one URL into a bookmark section of a browser on the communications terminal.

21. The computer program product of claim 18, wherein the customer telephone system is selected from a digital telephone, a centrex, a PBX, a telephone service provider or combinations thereof.

22. The computer program product of claim 18, wherein the sender telephone system is selected from a digital telephone, a centrex, a PBX, a telephone service provider or combinations thereof.

23. The computer program product of claim 18, wherein the communications terminal is selected from a mobile telephone, a personal computer, a handheld computer, a personal digital assistant or combinations thereof.

5 24. The computer program product of claim 18, wherein the communications terminal is a device capable of receiving e-mail.

10 25. The computer program product of claim 18, wherein the destination address for the communications terminal is selected from a computer network address, an Internet address or a telephone number.

26. The computer program product of claim 18, wherein each URL comprises an address for connecting to a Website.

15 27. The computer program product of claim 18, wherein the recording instructions for recording the destination address comprises:

selecting instructions for selecting a menu function on the telephone system of the customer for recording the destination address of the communications terminal;

20 specifying instructions for specifying the destination address on an interactive display provided by the telephone system of the customer.

28. The computer program product of claim 27, further comprising:

saving instructions for saving the destination address as part of a customer ID within the telephone system.

25 29. The computer program product of claim 28, wherein the caller ID contains information selected from date, time, customer telephone number, customer name, customer e-mail address or combinations thereof.

30 30. The computer program product of claim 18, wherein the selecting instructions for selecting the one or more URL's further comprises:

requesting instructions for requesting the sender telephone system to provide a menu of URLs, wherein the menu provides a code for each of the URLs;

choosing instructions for choosing the at least one URL to capture, wherein choosing is accomplished by entering the code, using a keypad on the customer telephone, for each

5 URL selected.

31. A computer system for providing a Uniform Resource Locator (URL) to a customer comprising:

receiving means for receiving a telephone call having a customer identification record
10 including a destination address associated with a communications terminal of the customer;

selection means for selecting at least one URL to be sent to the destination address;

messaging means for generating and sending an electronic message containing the at least one selected URL to the destination address.

32. The computer system of claim 31, wherein the wherein the e-mail contains additional items selected from an electronic coupon, an on-line trial subscription, a user ID, a user password, advertisements, sender information, or combinations thereof, wherein the user ID and user password are required by the Website having the address of the URL.

33. The computer system of claim 31, further comprising:

recording means for recording the at least one URL into a bookmark section of the communications terminal's browser.

34. The computer system of claim 31, wherein the customer telephone system is selected
25 from a digital telephone, a centrex, a PBX, a telephone service provider and combinations thereof.

35. The computer system of claim 31, wherein the sender telephone system is selected
30 from a digital telephone, a centrex, a PBX, a telephone service provider and combinations thereof.

36. The computer system of claim 31, wherein the communications terminal is selected from a mobile telephone, a personal computer, a handheld computer, a personal digital assistant and combinations thereof.

37. The computer system of claim 31, wherein the communications terminal is a device capable of receiving e-mail.

38. The computer system of claim 31, wherein the destination address for the communications terminal is selected from a computer network address, an Internet address and a telephone number.

39. The computer system of claim 31, wherein each of the URL comprise an address for connecting to a Website.

40. The computer system of claim 31, wherein the recording means further comprises:
menu means for selecting a menu function on the telephone system of the customer for recording the communications terminal's destination address;
specifying means for specifying the destination address on an interactive display provided by the customer telephone system.

41. The computer system of claim 40, further comprising:
storage means for storing the destination address as part of a caller ID within the telephone system.

42. The computer system of claim 41, wherein the caller ID contains information selected from date, time, customer telephone number, customer name, customer e-mail address or combinations thereof.

43. The computer system of claim 31, wherein the selection means further comprises:
requesting means for requesting the sender's telephone system to provide a menu of URLs, wherein the menu provides a code for each of the URLs; and

selecting means for selecting the at least one URL to capture by entering the code, using a keypad on the customer telephone, for each of the at least one URL selected.

44. The computer system of claim 31, wherein the receiving means includes reading
5 means for reading the destination address from a caller ID record.